

UNIT-IV

Management Information System

Functional Applications of

Information System

Venue: Liberty College, Anamnagar

Date: 27th November 2016

Virtual Enterprise Suite

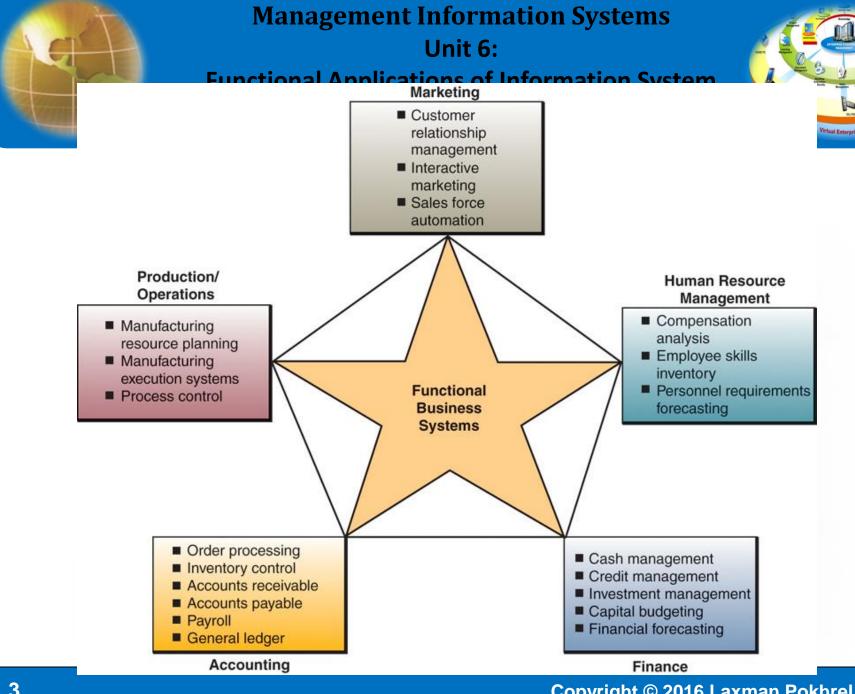


Functional Applications of Information System

Virtual Enterprise Suite

IS Classifications by Scope

- Functional Business Systems support basic business functions
 - Information systems that support the business functions of accounting, finance, marketing, operations management, and human resource management





Functional Applications of Information System

Marketing Systems







Functional Applications of Information System

Interactive Marketing



Customer-focused marketing process that is based on using the Internet, intranets, and extranets to establish transactions between a business and its customers or potential customers

Goal:

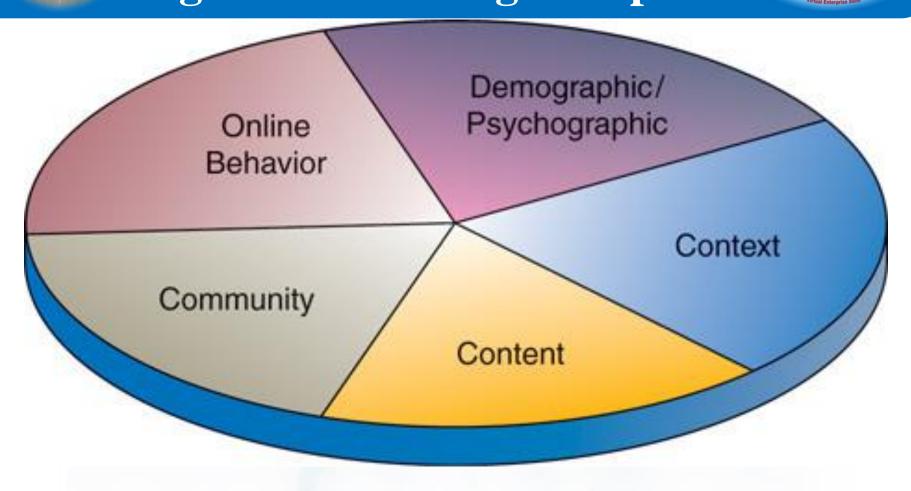
Use networks to attract and keep customers who will become partners with the business in creating, purchasing, and improving products and services

Targeted Marketing

Tool for developing advertising and promotion strategies to strengthen a company's e-commerce initiatives, as well as its traditional business venues

Functional Applications of Information System

Targeted Marketing Components



Functional Applications of Information System

Targeted Marketing Components

- Community customize advertising to appeal to people of specific virtual communities
- Content advertising placed on a variety of selected websites
- Context advertising placed on web pages that are relevant to the content of a product or service
- Demographic/Psychographic web marketing efforts aimed at specific types or classes or people
- Online Behavior promotion efforts tailored to each visit to a site by an individual



Functional Applications of Information System Sales Force Automation



Information systems that improve the delivery of information and support to salespeople with the goal of improving sales productivity and marketing responsiveness



Functional Applications of Information System Manufacturing Systems

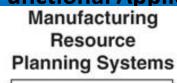


Information systems that support the production/operations function that includes all activities concerned with the planning and control of the processes producing goods and services

Systems Manufacturing

Management Information Systems Unit 6:





Manufacturing Execution Systems Engineering Systems



Enterprise Resource Planning

Production Forecasting

Production Scheduling

Material Requirements Planning

> Capacity Planning

Production Cost Control

> Quality Control

Shop Floor Scheduling

Shop Floor Control

Machine Control

Robotics Control

Process Control

Computer-Aided Design

Computer-Aided Engineering

Computer-Aided Process Planning

Product Simulation and Prototyping

Computer-Integrated Manufacturing

Functional Applications of Information System

Computer-Integrated Manufacturing (CIM)

Objectives:

- Simplify production processes, product designs, and factory organization as a vital foundation to automation and integration
- Automate production processes and the business functions that support them with computers, machines, and robots
- Integrate all production and support processes using computer networks, cross-functional business software, and other information technologies



Functional Applications of Information System CIM Systems



- Computer-aided manufacturing (CAM) -Information systems that automate the production process
- Manufacturing execution systems (MES) performance monitoring information systems for factory floor operations. They mainly monitor, track and control materials, equipment, personnel, instructions and specifications and production facilities
- Process Control control ongoing physical processes
- Machine Control controls the actions of machines



Unit 6:
HumanarResourcesystems

Staffing Training and Comp

Strategic

Systems

Human resource planning

Labor force tracking

Tactical Systems

- Labor cost analysis and budgeting
- Turnover analysis

Operational Systems

- Recruiting
- Workforce planning/ scheduling

Training and Development

- Succession planning
- Performance appraisal planning

- Training effectiveness
- Career matching

- Skill assessment
- Performance evaluations

Compensation Administration

- Contract costing
- Salary forecasting

- Compensation effectiveness and equity analysis
- Benefit preference analysis

- Payroll control
- Benefits administration



Functional Applications of Information System HRM and the Internet

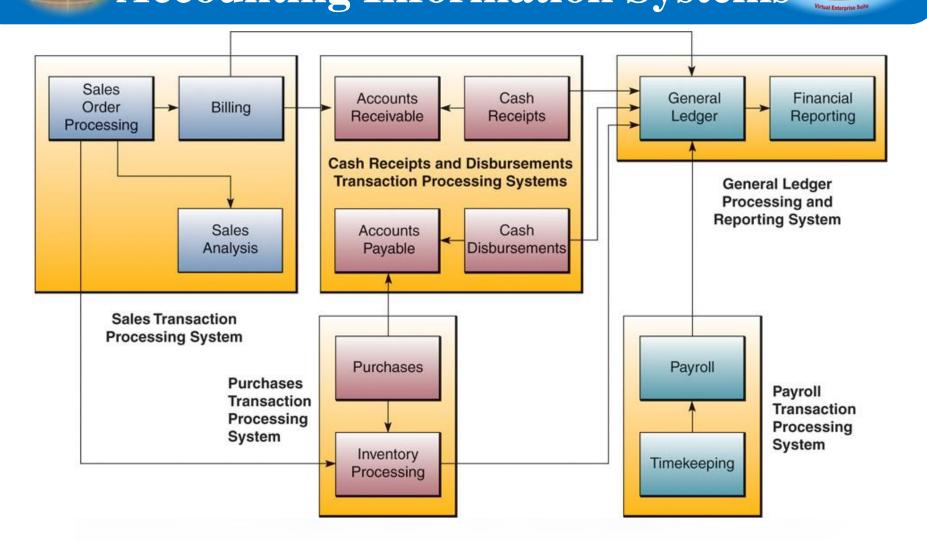


- Recruiting employees through recruiting services and databases on the World Wide Web
- Posting messages in selected Internet newsgroups
- Communicating with job applicants via e-mail

Functional Applications of Information System HRM and Corporate Intranets

- Process common HRM applications
- Allow HRM department to provide around-the-clock services
- Disseminate valuable information faster than through previous company channels
- Collect information from employees online
- Allow managers and other employees to perform HRM tasks with little intervention by the HRM department

Functional Applications of Information System Accounting Information Systems



Functional Applications of Information System

Common Business Accounting Systems

- Order Processing Captures and processes customer orders and produces data for inventory control and accounts receivable
- Inventory Control Processes data reflecting changes in inventory and provides shipping and reorder information
- Accounts Receivable Records amounts owed by customers and produces customer invoices, monthly customer statements, and credit management reports
- Accounts Payable Records purchases from, amounts owed to, and payments to suppliers, and produces cash management reports
- Payroll Records employee work and compensation data and produces paychecks and other payroll documents and reports
- General Ledger Consolidates data from other accounting systems and produces the periodic financial statements and reports of the business

Functional Applications of Information System
Financial Management Systems

Information Systems in Finance Cash Investment Capital Financial Management Management Budgeting Planning

■ Forecast and manage cash position

Manage short-term and other securities

■ Evaluate risk/return of capital expenditures

 Forecast financial performance and financing needs

Functional Applications of Information System
Financial Management Systems

 Capital Budgeting – evaluating the profitability and financial impact of proposed capital expenditures

• Financial Planning – evaluating the present and projected financial performance of a business

Functional Applications of Information System

Application of Functional Systems

- Computer Reservation System (CRS),
 - A computer reservations system or central reservation system (CRS) is a computerized system used to store and retrieve information and conduct transactions related to air travel, hotels, car rental, or activities. Originally designed and operated by airlines, CRSes were later extended for the use of travel agencies.



Functional Applications of Information System

Application of Functional Systems

- Global Distribution System (GDS),
 - A Global Distribution System (GDS) is a network operated by a company that enables automated transactions between travel service providers (mainly airlines, hotels and car rental companies) and travel agencies.

amadeus

worldspan.

Galileo

Sabre

Functional Applications of Information System

Application of Functional Systems

- Property Management Systems (PMS),
 - Property management systems also known as PMS or Hotel Operating System (Hotel OS), under business terms may be used in real estate of mind, manufacturing, logistics, intellectual property, government or hospitality accommodation management.

Functional Applications of Information System

Application of Functional Systems

- Point of Sales Systems (POS)
 - A retail **point of sale system** typically includes a cash register (which in recent times comprises a computer, monitor, cash drawer, receipt printer, customer display and a barcode scanner) and the majority of retail **POS systems** also include a debit/credit card reader.







Questions??